

# TITLE PAGE AGENDA

## CONFERENCE AGENDA

Thursday Afternoon, 11th May — Day 1

**1:00 - 1:45 p.m. Registration and Coffee**

# DAY 1

1:45 - Director's Welcome  
2:00 Peter Lines, INPUT's Director of Research

2:00 - EDI—Europe  
2:45 Tim Stevens  
**(1)** INPUT's European EDI manager assesses current EDI market trends and presents INPUT's research on EDI in Europe, including market forecasts.

2:45 - 3:00 Tea

3:00 - Vendors Panel  
4:30 **(2)** Phil Coathup, Director of Business Development—EDI Services, ISTEL  
**(3)** John Jenkins, Corporate Marketing Manager, INS  
Leading EDI vendors describe new market strategies, with new product and service announcements likely.

4:30 - EDI—U.S.  
5:30 Vic Wheatman  
**A** Manager of INPUT's U.S. EDI Programme reports on developments in the U.S. EDI market, including users' concerns, vendors' strategies, software directions, industry standards and market trends.

6:30 - Boat Trip and Supper hosted by  
11:00 INPUT

Friday, 12th May – Day 2

8:30 - 9:00 a.m. Coffee

## DAY 2

9:00 - Vendor Perspectives SANTIAGO  
10:30 Alain Legendre, Marketing Director,  
**5** GEIS  
**6** Charles des Cognets, Vice President  
of Marketing and Sales, TRANSPAC  
How European vendors have been  
facing up to the spiralling demand for  
EDI, with a broader look at the EDI  
market in Europe from the vendor's  
point of view.

10:30 - 11:00 Tea

11:00 - User Experiences

12:30 p.m. **Billy Wildman, U.K. Marketing Manager, Texas Instruments**  
**Steve Wallace, EDI Commercial Manager, Freemans Ltd.**  
Leading users outline their reasons for implementing EDI and discuss the problems encountered so far.

**12:30 - 2:00** *Lunch at the Café Royal*

## 2:00 - Software Provision

**2 MA PAGES** - Julian Kempster, U.K. Product Manager, Digital Equipment Corp. Digital, a leading EDI software provider, talks about its approach to application integration, standards, hardware requirements and customer support.

2:45 - 3:00 Team

### **3:00 - Advanced EDI Services**

4:00 Vic Wheatman looks into the future and tells you what lies in store for EDI. Topics include EDI/EFT services, EDI and graphics, EDI databases and interactive EDI.

#### **4:00 - Discussion Forum and Close**

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May 11 & 12, 1989  
Café Royal  
London

## Electronic Data Interchange (EDI) Intertrends—Europe Conference

Day 2, May 12

### CONFERENCE AGENDA

TAB

8:30 - 9:00 *Coffee*

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9:00 - 10:30 **Vendor Perspectives**

- **Claudi Santiago, Sales Support Manager, GEIS**
- **Charles des Cognets, Vice President of Marketing and Sales, TRANSPAC**

How European vendors have been facing up to the spiralling demand for EDI, with a broader look at the EDI market in Europe from the vendor's point of view.

10:30 - 11:00 *Tea*

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11:00 - 12:30 **User Experiences**

- **Tony Wildman, U.K. Marketing Manager, Texas Instruments**
- **Steve Wallace, EDI Commercial Manager, Freemans Ltd.**

Leading users outline their reasons for implementing EDI and discuss the problems encountered so far.

12:30 - 2:00 *Lunch at the Café Royal*

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2:00 - 3:30 **Software Provision**

- **Julian Kempster, U.K. Product Manager, Digital Equipment Corporation**
- **Ken Waters, Technical Director, Perwill**

Two EDI software providers talk about their approaches to application integration, standards, hardware requirements and customer support.

3:30 - 3:45 *Tea*

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3:45 - 4:45 **EDI—The Next generation**

- **Vic Wheatman** looks into the future and tells you what lies in store for EDI. Topics include EDI/EFT services, EDI and graphics, EDI databases and interactive EDI.

4:45 - 5:15 **Discussion Forum and Close**

**INPUT**



May 11 & 12, 1989  
Café Royal  
London

## Electronic Data Interchange (EDI) Intertrends—Europe Conference

Day 1, May 11

### CONFERENCE AGENDA

TAB

1:00 - 1:45 *Registration and Coffee*

1:45 - 2:00 **Director's Welcome**  
**Peter Lines, INPUT's Director of Research**

1

2:00 - 2:45 **EDI—Europe**  
**Tim Stevens**

INPUT's European EDI manager assesses current EDI market trends and presents INPUT's research on EDI in Europe, including market forecasts.

2:45 - 3:00 Tea

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3:00 - 4:30 **Vendors Panel**

- Phil Coathup, Director of Business Developments—EDI Services, ISTEI

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- John Jenkins, Corporate Marketing Manager, INS

Leading EDI vendors describe new market strategies, with new product and service announcements likely.

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4:30 - 5:30 **Electronic Data Intertrends—North America**  
**Vic Wheatman**

Manager of INPUT's U.S. EDI Programme reports on developments in the U.S. EDI market, including users' concerns, vendors' strategies, software directions, industry standards and market trends.

6:30 - 11:00 *Boat Trip and Supper hosted by INPUT*



## Vendors Panel

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John Jenkins  
Manager, Corporate Marketing  
INS



## User Experiences

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Tony Wildman  
Manager, U.K. Marketing  
Texas Instruments



## Vendor Perspectives

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Charles des Cognets  
Vice President, Marketing and Sales  
TRANSPAC



## Vendor Perspectives

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Claudi Santiago  
Manager, Sales Support  
GEIS



## **Vendors Panel**

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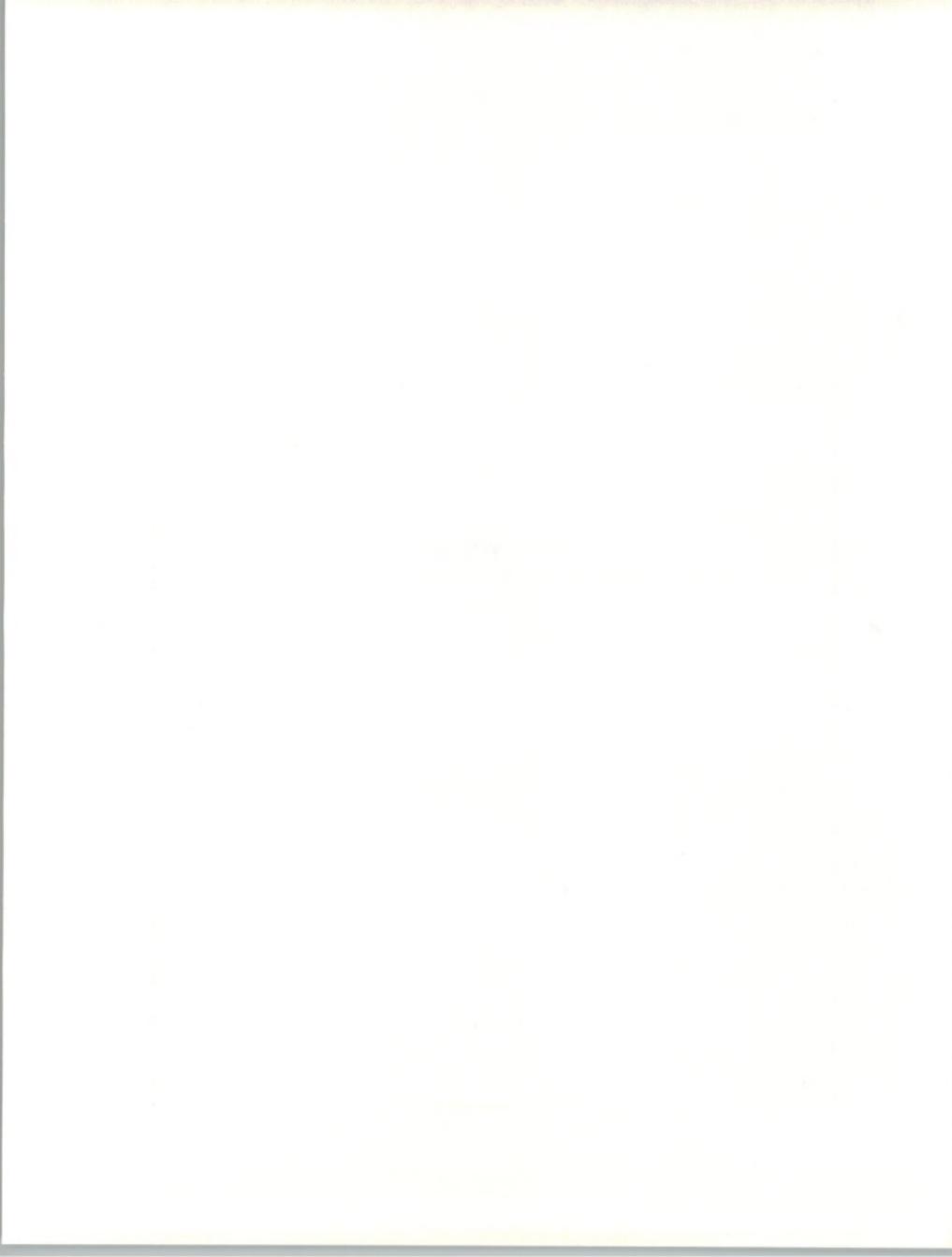
Phil Coathup  
Director of Business  
Development—EDI Services  
ISTEL



## User Experiences

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Steve Wallace  
Manager, EDI Commercial  
Freemans Ltd.



## **Software Provision**

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Julian Kempster  
Manager, U.K. Product  
Digital Equipment Corp.



## **Software Provision**

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Ken Waters  
Technical Director  
Perwill

